

Ingersoll's Atari Owners Club

BULLETIN

No 17 September 1981

Now the world's
newest arcade game
comes to your home!

ASTEROIDS

The one you have
been waiting for!

ATARI VIDEO COMPUTER SYSTEM

66

ASTEROIDS



Son of Space Invaders? Not on your life... Asteroids has 66 game variations, for 1 or 2 players.

Depending on the variation you choose, you may be able to save your spaceship from destruction by using one of Asteroids' fabulous features — HYPERSPACE — SHIELDS — and a brand new one, FLIP! Instantly swing through 180° to attack the Asteroids coming up behind you...

Brains has really outdone himself this time! This exciting new game cartridge features strongly in Ingersoll's TV advertising campaign this Autumn — so see you, on TV!

ASTEROIDS

— used with Joysticks
66 terrific games for
one or two players.

Suggested retail: £34.50 incl. VAT

THE ATARI VIDEO COMPUTER SYSTEM

Ingersoll Electronics Ltd 202 New North Road London N1 7BL Telephone 01-2261200 Telex 28255 INGSOL G

WIN A TRIP TO THE UNITED STATES IN NOVEMBER — TO PLAY IN ATARI'S INTERNATIONAL ASTEROIDS FINAL

You could win the International prize, too!

When you buy your Asteroids Cartridge ask your Atari dealer for the UK Asteroids Contest Entry Form. If he has run out of forms, write to Jumping Jacky, Asteroids Contest, Atari Owners Club — RHA, 7 High Street, Maidenhead, Berks — and she'll send you an entry form, by return.

All you'll have to do, after you've bought your cartridge, is run a local Asteroids High Score Competition for ten of your friends, and you'll be entitled to compete in the UK Asteroids Contest, in London, at the end of October. From there, who knows — you could be winged to the U.S. — courtesy of Ingersoll Electronics.



ATARI
Great ideas from
ingersoll
A MEMBER OF HERON CORPORATION

Ingersoll's Atari Owners Club Bulletin

HIGH SCORE SPOT

PINBALL WIZARDS* * * * *

People are getting lots of fun from the new Video Pinball cartridge, and we're starting to get High Score Claims. Can anyone beat John Pickup's score of 7,068,352? We doubt it! We know John of old — he's a long-standing Atari supporter from Preston, Lancs.

Next best on Pinball so far is Nicholas O'Donnell (14), who has scored 1,543,133 on Game 1.

Any takers? Scores — ON GAME ONE ONLY, PLEASE — to Capable Kathy at the Owners Club.

SPACE INVADERS

The One Million Barrier

Yes — he's made it! Michael Holdron from Dewsbury was the first U.K. Atari Owner to break the One Million Barrier on Space Invaders, Game One. Michael is 19 years old, and scored 1,408,300 in 15 hours, 30 minutes. Congratulations, Michael — you are our September High Scorer.

We received this photo of Steven Brown, who is 14. Although we mentioned his score — 836,000 — in the last issue, we didn't have his picture then. So here he is! Well done, Steven.

We'd also like to mention that Stephen Bradley (12) our U.K. Atari Champion, how now broken the Million Barrier, and so has Richard Morris (16). Aren't these boys brilliant? If there are any more Million Scorers out there Capable Kathy would like to hear from you. You must have played on Game 1, and have a witness. We'd also like to know your precise score, age — and how long it took you!



Michael Holdron



Steven Brown

SUPERMAN Competition — Result

We had over 600 entries for our Superman Competition, which appeared in the May Atari Bulletin. Here are the names of the winners — we hope you enjoy your prizes — new Ingersoll Electronics portable TVs!

Gregory Gill — from Rainham, Essex.
Thomas Tiffen — from Chelmsford, Essex.
Peter Rankin — from Coatbridge, Nr.
Manchester.

*Why American
Atari cartridges
don't work
in the U.K.*

An explanation by Brains

A lot of Atari owners, or their parents, have bought Atari VCS cartridges while they were in the United States. When you get back, you find the cartridges don't work over here. Sorry, but it's not our fault!!

The American TV transmission system — NTSC — is quite different from the British TV transmission system — PAL. There is no way we can make NTSC cartridges work on PAL — so the shop in America misled you. By law, your best solution is to write to them, and ask them to return your money.

However, if this proves too difficult, write to our people at the Ingersoll Electronics Service Department, Ingersoll House, Delamare Road, Cheshunt, Herts, on this — don't try and arrange it through your Atari Dealer — it's not fair on him.

We've also come across the odd person who actually bought a U.S. Atari VCS in The States. We can change them for you, but have to make a hefty charge. Speak to our Service Dept. on this problem: their telephone number is Waltham Cross (0992) 23677.

News

SEE THE U.S. —WITH ATARI

Here's our U.K. Atari Champion Stephen Bradley, on his way to America — courtesy of Ingersoll Electronics. For Stephen, who is now twelve, the trip was his prize for defeating all comers at Space Invaders and Missile Command at our Easter Championship. Stephen (left) was accompanied by his brother.



The boys had a fabulous week. In New York they visited Central Park, the Empire State Building, Manhattan Island — and went to two musicals — "America" and "Barnum". Then, on to San Francisco, for trips to Fishermans Wharf, Fort Apache, Chinatown, the Golden Gate Bridge — and even Alcatraz! And they saw "Superman II" at the cinema!

In California — where else? — they were guests at the Atari complex at Sunnyvale — our pictures show the boys with Atari's Head of Program Research — and in the Atari Coin-op "Games Room". Atari also showed them some Top Secret cartridges — so the Bradleys know things you don't know!



In Los Angeles — a ride on the roller coaster, sunbathing, roller skating, and a visit to Universal Studios. Our thanks to the many Atari personnel who acted as hosts to the Bradley boys in the cities visited. They send their best wishes to all concerned.



BIKE FAN WINS ATARI TV GAME

Lucky guy receiving an Ingersoll Atari VCS plus cartridges — together worth around £150 — from Team Ingersoll Heron Suzuki rider Graeme Crosby is Chris Norris from Worcester.

Chris won a recent competition run in a Donington Park Motor-bike Racing programme. He correctly identified all nineteen international bike riders in a mystery montage — some feat! Welcome to the wonderful world of Atari, Chris!



Don't forget — meet us at the PERSONAL COMPUTER WORLD SHOW

Cunard Hotel, Hammersmith, London
September 10th-12th, 1981.

We're sure most Atari Owners read Personal Computer World every now and then; it's a really good publication. They're holding their annual Show on September 10th-12th. Needless to say, Ingersoll Electronics will be there — with the new Atari Personal Computers — and the Atari VCS: with lots of new cartridges to try. Why not visit our stand — full details are in the current issue of Personal Computer World. We'd love to see you . . . and Personal Computer World have given us permission to print this special 50p Off Reduced Entry Voucher, to use if you come along.

The 4th Personal Computer World Show
REDUCED
VOUCHER

50P
Off

ENTRY
VOUCHER

Take this voucher to the 4th Personal Computer World Show at the Cunard Hotel, Hammersmith, London, on 10th-12th September 1981, and you will receive a 50p discount on the £2 Memory Board. Not exchangeable for cash.

Personal Computer Show

IN THE SHOPS NOW!

The NEW ATARI 400 and 800 Personal Computers

The new Atari 400 and Atari 800 personal computers are now on sale in the UK, under an exclusive franchise with Ingersoll Electronics. The new computers are so easy to understand, that people who never dreamed of owning a computer now can. Even those who were really hesitant can have these machines humming in minutes, and will really benefit from owning one!

So easy to hook up *

Just plug your Atari personal computer into your TV set, and it's ready to go — use it at home, or take it to the office (it's no bigger than an electric typewriter).

So easy to change programs *

The Atari computers take special program cassettes, so you can take your pick from an enormous range of computer facilities — for home, business or educational use — or you can play fabulous new games with high resolution graphics! And the 800 PCS can run up to 4 disc drives.



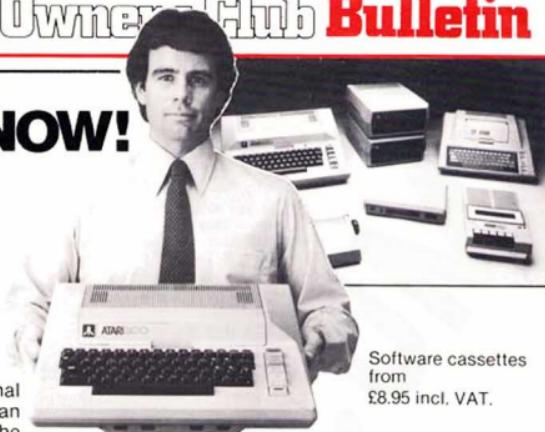
So easy to extend

The Atari 400 and Atari 800 computers have 16K bytes of RAM memory, but this can be expanded further if required by adding Memory Modules. The machines

are capable of full colour display, 4-sound "voices", music synthesis, and can run light pen and independent graphics accessories, plus word processors, recorders and printers.

So easy to communicate *

Unlike most other "small computers" the Atari models have their own upper and lower case alphabets — much easier, and quicker, to take in. The computers are programmed in Atari Basic. The Atari 400 has a 57-key monopanel ("touch-type") keyboard, with 4 function keys and 29 graphics keys. The bigger Atari 800 has the same key specification but has a full-stroke keyboard.



Software cassettes from £8.95 incl. VAT.

The Atari 800

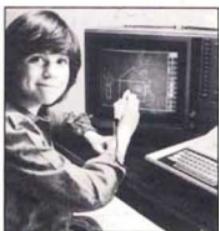
Suggested retail: £645 incl. VAT

The Atari 400

Suggested retail: £345 incl. VAT

So many uses — in the office *

In America, professional men and small businessmen are already learning what an enormous time and energy savings help Atari computers can be. And company men have come to rely on their own personal Atari computer (instead of having to book themselves in to use that unco-operative hulk down in the company basement!). An Atari computer takes the paper out of paperwork! It estimates, deduces, solves problems, increases profitability — at the touch of a key.



... or in the home! *

Atari computers work just as hard at home. For instance, they'll help you learn languages, compose music or teach touch typing. They'll entertain you . . . or help you and your family manage your personal finances, keep household records — even recipes, birthday lists or addresses!

If you'd like to try an Atari Personal Computer — in the shops right now — we'll put you in touch with your major Regional Stockists. Please write to Owners' PCS Enquiries Dept., RHA, 7 High Street, Maidenhead, Berks SL6 1JN.

Miscellany

Games People Play

(continued)

In a previous issue we told you about the early beginnings of TV games — they in fact evolved from flight simulator developments in the 50s, and progressed to simple 'pat-ball' type units in the 60s.

In 1971, a young man working in California on computers, Nolan Bushnell, invented a video game he called "Pong". This expanded into a home business centred in his father's garage — which, in turn, grew into a huge coin-operated arcade game manufacturing company called — you guessed it — Atari!

A constant stream of new arcade video games emerged from Atari to challenge the old established pin-ball type amusement arcade games, and Atari themselves did manufacture a few pin-ball units. Nolan Bushnell had seen the development of the 'pat-ball' home TV games, and realised that if he could develop a unit which would enable the consumer to play arcade-style games on his own home TV, then he would be at the front end of a huge, brand new consumer market.

We're not giving any prizes to tell you what he came up with! But we'll continue this short, exciting history of TV games in future issues.



OWNERS CLUB LUCKY DIP

18th
September
1981
Free
Asteroids poster!

A free, colourful Asteroids poster will be sent to the first 200 Members whose coupons are taken from our Lucky Dip bag on 18th September, 1981.

This super, giant Asteroids poster can be yours — FREE — if you fill out and send our FREE POSTER coupon now!

Just write in your name, address, and Atari console number, and post the coupon off to arrive no later than Friday 18th September. We'll put all the coupons in our Lucky Dip Bag — and draw the names on that date! The lucky 200 Members will get their posters, by post — in a tube — early the following week. Any coupons received after 18th September cannot be considered.

TO: POSTER LUCKY DIP

RHA, 7 High Street, Maidenhead, Berks.

Please enter this coupon in your Lucky Dip for 200 free Asteroids posters, on 18th September.

Name: _____

Address: _____

Console No.: _____



**THRILLS
AND SPILLS**
— our off road
bike racing team

You knew about our motorbike road racing connection, didn't you? Ingersoll are the main sponsors for Team Ingersoll Heron Suzuki, the team which runs Randy Mamola and Graeme Crosby. But there's another aspect of our sponsorship — here's Ingersoll Electronics Managing Director Michael Marks (centre) photographed with some of the guys from the motocross team.

Motocross meetings are lots of fun — they're noisy, dirty, but wow! do you see some fancy bike riding. And those Suzukis have done fantastically well this season. What a team — Team Ingersoll Heron Suzuki! Watch us go ...



BACK NUMBERS OF ATARI BULLETINS



Many owners have asked us if they can have back numbers of our Bulletins. We've now had all the issues reprinted, and you can buy them from us for 50p each. Just tick the boxes for the Bulletins you require, and send us a cheque or postal order. It's best if you staple the form to your cheque, please!

TO: BUSY BEV — BACK NUMBERS

Ingersoll Electronics Ltd
202 New North Road, London N1 7BL

Please send me the following Atari Bulletin Back Numbers. Enclose my cheque/postal order made out to Ingersoll Electronics Ltd., for 50p for each issue.

Please tick numbers required:

Bulletin No 1	<input type="checkbox"/>	Bulletin No 9	<input type="checkbox"/>
Bulletin No 2	<input type="checkbox"/>	Bulletin No 10	<input type="checkbox"/>
Bulletin No 3	<input type="checkbox"/>	Bulletin No 11	<input type="checkbox"/>
Bulletin No 4	<input type="checkbox"/>	Bulletin No 12	<input type="checkbox"/>
Bulletin No 5	<input type="checkbox"/>	Bulletin No 13	<input type="checkbox"/>
Bulletin No 6	<input type="checkbox"/>	Bulletin No 14	<input type="checkbox"/>
Bulletin No 7	<input type="checkbox"/>	Bulletin No 15	<input type="checkbox"/>
Bulletin No 8	<input type="checkbox"/>	Bulletin No 16	<input type="checkbox"/>

NAME: _____

ADDRESS: _____

TOTAL NUMBER OF BULLETINS REQUIRED

Checked _____ Despatched _____

Ingersoll's Atari Owners Club Bulletin

Things YOU ought to know
INFORMATION

from the Atari
Owners Club



ATTENTION
ALL ADULTS!

Benefits -
for Atari Owners
Club Members



Capable Kathy



The Atari Owners Club isn't just for kids — everyone who owns an Atari VCS should make sure they are enrolled in the Club, so they don't miss out on a thing! so if you know anyone who owns an Atari, but doesn't receive our Bulletin regularly have them write to Capable Kathy at Ingersoll Electronics, giving their name, address and Console number — and we'll do the rest! Here's a reminder of what they will get:

1 REGULAR FREE BULLETIN

Inside information on new cartridge releases!

Once you're enrolled in the Atari Owners Club, you will receive a free, regular, Owners Bulletin. The main purpose of the Bulletin is to keep you informed on new cartridge releases — Ingersoll Electronics issue between 8 and 12 super new Atari cartridges every year! You can't afford to miss out on all that fun and excitement...

2 OWNERS CLUB OFFERS

Special Owners Club merchandise — at super low prices!

In most issues we offer accessories for your Atari — or Owners Club regalia: at Special Offer prices. For instance, we've run Atari cartridge racks, Atari pop-up storage boxes, a VCS system stand, a cotton Atari unit cover — and Owners Club teeshirts and badges.

3 COMPETITIONS

Lots of super prizes for Owners!

In each issue of the Bulletin we run an easy-to-enter competition, based on your knowledge, and experience of the Atari system. Prizes to the value of many hundreds of pounds can be won — TVs, radios, hip pocket stereos and watches are among recent gifts awarded.

4 TWO-WAY COMMUNICATION

Know everything that's going on!

When you're an Atari Owners Club Member, you know precisely what's going on in the fantastic world of Atari! You can communicate with other Members, take part in Atari functions (such as our annual UK Atari Championship) — there's so much going for you, with Atari!

NEW ADDRESS FOR INGERSOLL ELECTRONICS' SERVICE DEPARTMENT

Those of you who have need to use our Service Department know how speedy and efficient they are. Now they're going to be even better, because they've moved to spacious new premises! You can contact the Service Department direct at the following address:

INGERSOLL ELECTRONICS SERVICE DEPT.

Ingersoll House

Delamare Road

Cheshunt, Herts

Telephone: Waltham Cross (0992) 23677



**Are you
Left-handed?**
GOOD NEWS for
Left-handed owners

Here's a suggestion from an Atari Owner, Mr Edmund Bamber of Preston, for people who have problems playing with joysticks for right-handed people:

Dear Captain Atari

Some of my friends are left-handed. However your joysticks are right handed. To overcome this problem I unscrewed the base of the joysticks and released the inner circuit board. The wires are then slid off except orange and black which are left on. The others are then replaced as below. After this modification the sticks can be used by a left-hander by using the fire button at top right.

I am sending this letter to you hoping it will be published in our Bulletin as it is a great advantage to my left-handed friends.

Circuit Board

ORANGE	-
BLACK	-
GREEN	-
BROWN	-
WHITE	-
BLUE	-

Wires

Orange
Black
White
Blue
Brown
Green

Just one word of warning from Brains. Don't attempt this modification if you don't understand circuitry — go to a good electrical dealer, and ask them to do it for you!